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KY Entrepreneur Spotlight: Chaney's Dairy Barn

In 1888, the Chaney family purchased the farm that has since become home to Chaney's Dairy Barn. The "Big Red Barn" is visible from 31W in Warren County, south of Bowling Green.

To combat decreasing profits caused by lower milk prices, Carl and Debra Chaney visited successful dairy farms that were selling homemade ice cream on their farms to learn more about their enterprises.

"If I'm going to be serious about making ice cream, then I need to go some-



Bowling Green Public Library's Reading Roundup last summer at Chaney's pavilion.

where to learn," Carl Chaney said of the 10-day intense ice cream course he attended alongside industry giants Breyer's and Häagen Dazs®.

Chaney's business is part of a growing industry in Kentucky – agri-tourism or farm destinations for tourists. Along with their variety of 28 ice cream flavors, which include strawberry

and peach made with local produce, Chaney's offers a wide variety of Kentucky food items. The Chaney's have also filled the Barn with specially selected Kentucky crafts.

Carl's advice to any small business is "you have to control expenses." Carl adds that "agri-tourism is something that should be considered to increase farm income, but it isn't for everybody."

Chaney's Dairy Barn
9191 Nashville Road
Bowling Green, KY 42101
telephone: (270) 843-5567
chaneyinfo@yahoo.com
www.chaneysdairybarn.com

Access to Capital: CVC

Community Ventures Corporation (CVC), founded in 1982, is a community-based, non-profit organization that exists to improve the quality of life for urban and rural residents throughout central and northern Kentucky.

CVC packages intensive training and technical assistance programs with flexible, affordable lending services to provide individuals with the skills and capital they need to start and grow small business and to purchase homes.

CVC serves 31 counties in central and Northern Kentucky through its headquarters in Lexington and its satellite office in Campbellsville.

For more information visit www.cvcky.org.

Community Ventures Corporation (CVC)

1450 N. Broadway
Lexington, KY 40505
info@cvcky.org
(859) 231-0054

*Have a peer review
your proposal for
common errors.*

Form / From

Their / They're

Your / You're

To / Too

Affect / Effect

Grant Writing Tips: Important Reminders

Read. Read the proposal guidelines. It will provide valuable information as you write your proposal and will answer many questions that you may have.

Follow Directions. If the guidelines state that there is a 250 word limit, then do not submit 300 words. Those few extra words may get your proposal rejected before a reviewer ever sees it.

Same goes for the number of copies to submit. Many organizations simply do not have the budget or the staff to make enough copies for

each reviewer of the hundreds of proposals that they receive. You are trying to impress them with your project, not give them extra work.

Guidelines and limits are made for a reason, even if they are not obvious at the time.

Use "spell check." Sounds simple, but in a rush many applicants forget to double check spelling and grammar. To a reviewer, misspelling and other grammatical errors, not only distract the reviewer from the message of your proposal, but also give the impression that

your project may suffer from lack of attention to detail.

Save Words.

Whether you are answering application essay questions or writing a full proposal, view each word as if you are paying for it. Therefore, keep it simple and short.

Peer Review. Have a colleague or a friend review your proposal. Since he/she has "fresh eyes", he/she will be able to give an objective opinion on the readability and cohesiveness of the proposal, as well as spot common spelling errors.

e-Resources for Entrepreneurs

On-line Capital Assistance

iCapital Assistance Network (iCAN) is a non-profit national business loan referral network designed to assist individuals with start-up and business expansion capital up to \$250,000. When you click on "**Find a Lender**," iCAN will direct you to a lender in your area certified by the

United States Small Business Administration or Department of Treasury.

After you have identified a lender in your area, iCAN will also prepare you to meet with the lender via an online video instruction guide. When you click on "**Prepare for Lending**" you will be guided through the process of assembling the appropriate documenta-

tion prior to meeting with your lender.

www.icanloan.com

On-line Magazine

Entrepreneur.com is an on-line magazine and resource for entrepreneurs with resources for start-up businesses, home-based businesses, franchises, technology, and more. To view, visit entrepreneur.com.

**Latino
Entrepreneurs:
Support for
Hispanic
Entrepreneurs
Sept. 28
9:30 - 11:30 a.m.
KSU Extension**

2006 Entrepreneurship Workshops



This Fall the **Kentucky Entrepreneurial Coaches Institute (KECI)** and the **Kentucky Center for Agricultural Development & Entrepreneurship (KCADE)** will hold two workshops on agricultural and rural entrepreneurship in south central and south eastern Kentucky.

Each workshop will be held

from 9:00 a.m. - 3:30 p.m. local time. Participants will be addressed by a national speaker on the future of entrepreneurship in the nation. Then area entrepreneurs will share their experiences and how they got started. Dr. Ron Hustedde of KECI will discuss what can be done on a county level to stimulate entrepreneurship. The day

will wrap up with a discussion on how to create a culture for entrepreneurs—the youth aspect.

Locations

Thursday, September 21
Barren River Lake State Park

Friday, September 22
Buckhorn Lake State Park

Call Sandy Gardner at (502) 564-4627 for more info.

What's SCORE?

SCORE is the Service Corps Of Retired Executives. As the "Counselors to America's Small Business," they provide a public service to America by offering small business advice and training.

Visit SCORE at www.score.org.

5 Tips for Marketing Your Website

[From SCORE's Top E-Business Tips, 12/6/05]

1. Think strategically.
Your website should be a part of your overall marketing plan.
2. Choose a website address (URL) that is intuitive and easy to remember.
Your company's name (if it's short) or the name of
3. Put your web address on all your printed material, including business cards, letterhead, press releases, and invoices. Include it in all your advertising.
4. Don't forget off-line media and traditional publicity techniques. Send news releases promoting your site to newspapers, broadcasters, and magazines.
5. Speak at conferences and trade shows and write informative articles for trade publications. When you do, mention your web address.

Sirolli Institute: Awakening Entrepreneurial Spirit

The Sirolli Institute is a global organization dedicated to economic development. The Institute is composed of trained professionals who are committed to fostering a culture of entrepreneurship in communities around the world.

When invited, they help establish a community-based organization that works in concert with existing economic development efforts to assist entrepreneurs. This organization serves as a catalyst for renewed community pride and civic spirit. When

properly executed, the 6-Step Enterprise Facilitation method results in 20-30 new businesses a year being created in populations of 20,000 or more.

Sirolli Institute
telephone: (877) 747-6554
info@sirolli.com
www.sirolli.com



Kentucky Entrepreneurial Coaches Institute check presentation, during KECI's 2004 kick-off meeting with Ernesto Sirolli.

Small Business Development Centers

Kentucky Small Business Development Centers

www.ksbdc.org
(888) 475-7232

**"Vitality
shows not
only in the
ability to
persist, but in
the ability to
start over."**

**—F. Scott
Fitzgerald**

Kentucky's Small Business Development Center has gone high tech with the introduction of 25 self-paced on-line training courses for basic business skills. These courses are for those who are consider-

ing starting their own businesses.

In addition to their new on-line training courses, SBDCs across the Commonwealth continue to offer live workshops based on the needs

in their areas.

Below is just a sampling of workshops available across the Commonwealth. To find other sessions in your area visit the SBDC on-line training calendar.

SBDC: Trainings in Your Area

EKU SBDC **Somerset**

"How to Really Start a Business"

9/19/2006 1:30-3:30 p.m.

Requires registration.

Contact: Marlene Morgan
(606) 678-3042

Greater Louisville SBDC **Louisville**

"Web 101-Your Business On-line"

8/28/2006 6:00-8:00 p.m.

Will discuss what makes an effective website, e-marketing methods, forms, etc. Cost: \$20.00

Contact: Janet Sorg
(502) 625-0123
sbdcinfo@greaterlouisville.com

Lexington SBDC **Lexington**

"The Art of Communication and Your Business"

9/19/2006 2:00-4:00 p.m.

Cost: \$20.00

Contact: Nieshia Stickney
(859) 257-7666
ndstick0@uky.edu

Morehead SBDC **Morehead State Univ.**

"2006 Regional Entrepreneur Conference"

9/12/2006 8:15 a.m.

7:30 a.m. registration

Contact: Ollie Floyd
(606) 783-2895

www.moreheadstate.edu

Northern KY SBDC **Ft. Mitchell**

"Profiles in Success"

9/7/2006 7:15-9:00 a.m.

Hear tips from other business owners. Cost: \$95.00

Contact: NKY Chamber
(859) 578-8801
hanklaj@nku.edu

Bowling Green SBDC **Bowling Green**

"Environmental Management Systems for Small Business"

8/29/2006 8:30 - 3:30 p.m.

Contact: Libby Clem
(502) 852-0965



**Kentucky's
Small
Business
Development
Centers**

USDA: Farm Computer Ownership & Usage

A report from the National Agricultural Statistics Service shows that a total of 51 percent of U.S. farms now have Internet access, compared to 48 percent with Internet access in 2003. Fifty-eight percent of farms have access to a computer in 2005, the same level as 2003. Fifty-five percent of all U.S. farms own or lease a computer, up slightly from 54

percent in 2003. Farms using computers for their farm business increased 1 percent from 2003 to 31 percent in 2005.

Though Kentucky's numbers fall well below these national averages (30% with Internet access; 36% with computer access; 34% own/lease a computer; and 17% use computers for farm business),

important upward trends can be seen when compared to numbers from just 8 years ago.

Kentucky has shown an 89% increase in computer ownership and a 275% increase in Internet access between 1997 and 2005. Usage of a computer for farm business has also increased 89%.

[USDA NASS Report, Farm Computer Usage & Ownership, 7/29/2005]



To view the entire study visit NASS's [Farm Computer Usage and Ownership web page](#).

Governor's Prescription for Innovation

- Full Broadband deployment by end of 2007
- Improve use of computer & Internet by Kentuckians
- On-line presence for all Kentucky communities
- Local technology leadership teams in each community

ConnectKentucky Receives Award

Secretary of Commerce for Economic Development, Sandy K. Baruah, recently announced [ConnectKentucky](#) and Kentucky's *Prescription for Innovation* as the winner of the US Economic Development Administration's 2006 Excellence in Innovation Award.

"ConnectKentucky's implementation of the *Prescription for Innovation* has established the Commonwealth as a national model for technology-based economic development," stated Governor Fletcher, adding that he appreciated "EDA's recognition of this important work..."

Since implementation of the *Prescription*, statewide broadband usage and availability have increased 33% and 45%, respectively. More than 100 counties are actively engaged in the eCommunity Leadership process to establish a growth plan for accelerating technology locally.

Satellite Broadband for Farmers

In 2005, the USDA study mentioned above showed that fewer Kentucky farmers have access to the Internet (30%) compared to farmers in all other states. Governor Fletcher's *Prescription for Innovation* calls for broadband availability for all Kentuckians by 2007. Neverthe-

less, for many farm families, DSL, cable, or wireless broadband services are not and may never be available.

To address this issue, GOAP has developed a Pilot Satellite Broadband Cost-share Program for a local administrative agency to establish,

using County Agricultural Development Funds. This program provides cost-share funds for equipment and installation for tobacco dependent farmers. For more details on this cost-share program visit agpolicy.ky.gov/funds/ or call (502) 564-4627 to receive more information.



**Kentucky Center for Agricultural
Development & Entrepreneurship**

404 Ann Street
Frankfort, KY 40601

Phone: (502) 564-3186

Fax: (502) 564-0221

E-mail: govkyagpolicy@ky.gov

*Cultivating Kentucky's agricultural
entrepreneurs.*

The **KCADE Bulletin** is a quarterly electronic publication geared towards Kentucky's agricultural and natural resources, as well as rural community development. The Bulletin provides information on resources available to agricultural entrepreneurs and others interested in agriculture & rural development.

Internet access to a listing of grant opportunities, including those mentioned in this publication, is available at agpolicy.ky.gov/kcade/.

Anyone wishing to be added or removed from the **KCADE Bulletin** distribution list may do so at any time by contacting the list administrator at govkyagpolicy@ky.gov or by following the directions at the bottom of the notice e-mail.

Those interested may also subscribe to the list via the above web address.

We're On-line at

agpolicy.ky.gov/kcade

KDA Regional Agri-tourism Grants

FRANKFORT - The Kentucky Department of Agriculture has announced that regional agri-tourism organizations in Kentucky may apply for matching grant funds. These funds are for purchasing marketing materials.

The maximum award is \$8,500 per region. Applicants must contribute at least 50% cash to the project.

The Kentucky Agri-tourism Advisory Council will award the grants through funds received from the USDA Rural Business Enterprise Grant pro-

gram. The Council has appointed a committee that will evaluate the applications and make a recommendation to the council.

Applications will be judged on the following:

- Number of counties impacted
- Number of farmers involved in the planning
- Amount of funds requested
- Project sustainability

Regional representatives of the Agri-tourism Advisory Council will help associations complete their applications.

Deadlines:

February 1, 2007; August 1, 2007; and February 1, 2008.

For more information, contact:

Kelly Ludwig

Director

Office of Agri-tourism

telephone: (502) 564-4983

kelly.ludwig@ky.gov



Evans Orchard in Georgetown